

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

CLIENT: JOE HECK FOR CONGRESS2012 SC=*

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	6A-7A		:30	\$225.00	09/17-09/21	5	1	5	\$1,125.00	
		Buyline Comment: 6A NEWS										
	2	M-F	6A-7A		:30	\$225.00	09/24-09/28	5	1	5	\$1,125.00	
		Buyline Comment: 6A NEWS										
	3	M-F	7A-9A		:30	\$225.00	09/17-09/21	5	1	5	\$1,125.00	
		Buyline Comment: GD MRN AMERICA										
	4	M-F	7A-9A		:30	\$225.00	09/24-09/28	5	1	5	\$1,125.00	
		Buyline Comment: GD MRN AMERICA										
	5	M-F	9A-10A		:30	\$175.00	09/17-09/21	5	1	5	\$875.00	
		Buyline Comment: THE MORNING BLEND										
	6	M-F	9A-10A		:30	\$175.00	09/24-09/28	5	1	5	\$875.00	
		Buyline Comment: THE MORNING BLEND										
	7	M-W	10A-11A		:30	\$400.00	09/17-09/19	3	1	3	\$1,200.00	
		Buyline Comment: THE VIEW										
	8	M-W	10A-11A		:30	\$400.00	09/24-09/26	3	1	3	\$1,200.00	
		Buyline Comment: THE VIEW										

Station KTNV-TV LAS VEGAS, NV
Advertiser () .JOE HECK 4 CONGRESS
Product JOE HECK
Estimate# 2690
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2690
Flight Dates 09/17/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	M-F	1135P-1205A	ABC NITELINE	:30	\$300.00	09/24-09/28	5	1	5	\$1,500.00	
				Buyline Comment: ABC NITELINE								
	21	SA	7A-8A	GD MRN SAT	:30	\$225.00	09/22-09/22	1	1	1	\$225.00	
				Buyline Comment: GD MRN SAT								
	22	SA	7A-8A	GD MRN SAT	:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
				Buyline Comment: GD MRN SAT								
	23	SU	6A-7A	NEWS AT 6A	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
				Buyline Comment: NEWS AT 6A								
	24	SU	6A-7A	NEWS AT 6A	:30	\$200.00	09/30-09/30	1	1	1	\$200.00	
				Buyline Comment: NEWS AT 6A								
	25	SU	8A-9A	NEWS AT 8A	:30	\$225.00	09/23-09/23	1	1	1	\$225.00	
				Buyline Comment: NEWS AT 8A								
	26	SU	8A-9A	NEWS AT 8A	:30	\$225.00	09/30-09/30	1	1	1	\$225.00	
				Buyline Comment: NEWS AT 8A								
	27	SU	6P-630P	NEWS AT 6P	:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
				Buyline Comment: NEWS AT 6P								
	28	SU	6P-630P	NEWS AT 6P	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
				Buyline Comment: NEWS AT 6P								
	29	SA	5P-830P	COLLEGE FOOTBALL	:30	\$1,250.00	09/22-09/22	1	1	1	\$1,250.00	
				Buyline Comment: COLLEGE FOOTBALL								
	30	SA	5P-830P	COLLEGE FOOTBALL	:30	\$1,250.00	09/29-09/29	1	1	1	\$1,250.00	
				Buyline Comment: COLLEGE FOOTBALL								

Station	KTNV-TV LAS VEGAS, NV	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm								
Advertiser	() JOE HECK 4 CONGRESS		7669 STAGERS LOOP	Sales Office () PHILADELPHIA								
Product	JOE HECK		DELAWARE, OH 43015	Salesperson () ANJIE BRADY								
Estimate#	2690	Agency C/P1/P2/E	//2690									
Buyer	WHITNEY EVERSOLE	Flight Dates	09/17/2012 - 09/30/2012	Salesperson Phone#	215-567-6005							
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938							
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---REPORT TOTALS---

Report Totals: 94 / \$27,450.00

---SALES MONTHLY TOTALS---

Sep 12: 94 / \$27,450.00
Sales Totals: 94 / \$27,450.00
Station Totals: 94 / \$27,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$43,571	KBLR	0%	KLAS	31%	KSNV	35%	KTNV	28%	KTUD	1%
		KVCW	1%	KVMY	2%	KVVU	2%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE